(incorporated in the Cayman Islands with limited liability)
(Stock Code: 917)

DATE OF BOARD MEETING

The board of directors (the "Board") of New World China Land Limited (the "Company") announces that a meeting of the Board will be held on Monday, 13th October 2008 for the purpose of, among other matters, approving the release of final results of the Company and its subsidiaries for the year ended 30th June 2008 and considering the recommendation of a final dividend.

By Order of the Board Ngan Man-ying, Lynda Company Secretary

Hong Kong, 29th September 2008

At the date of this announcement, the Board comprises: (a) nine executive directors, namely Dr. Cheng Karshun, Henry, Mr. Doo Wai-hoi, William, Mr. Cheng Karshing, Peter, Mr. Cheng Chi-kong, Adrian, Mr. Leung Chi-kin, Stewart, Mr. Chow Kwai-cheung, Mr. Chow Yu-chun, Alexander, Mr. Fong Shing-kwong, Michael and Ms. Ngan Man-ying, Lynda; (b) a non-executive director, namely Mr. Fu Sze-shing; and (c) three independent non-executive directors, namely Mr. Cheng Wai-chee, Christopher, Mr. Tien Pei-chun, James and Mr. Lee Luen-wai, John.